
City of Roanoke 2013 Citizen Survey



ROANOKE

Conducted by:
The Virginia Tech Center for Survey Research

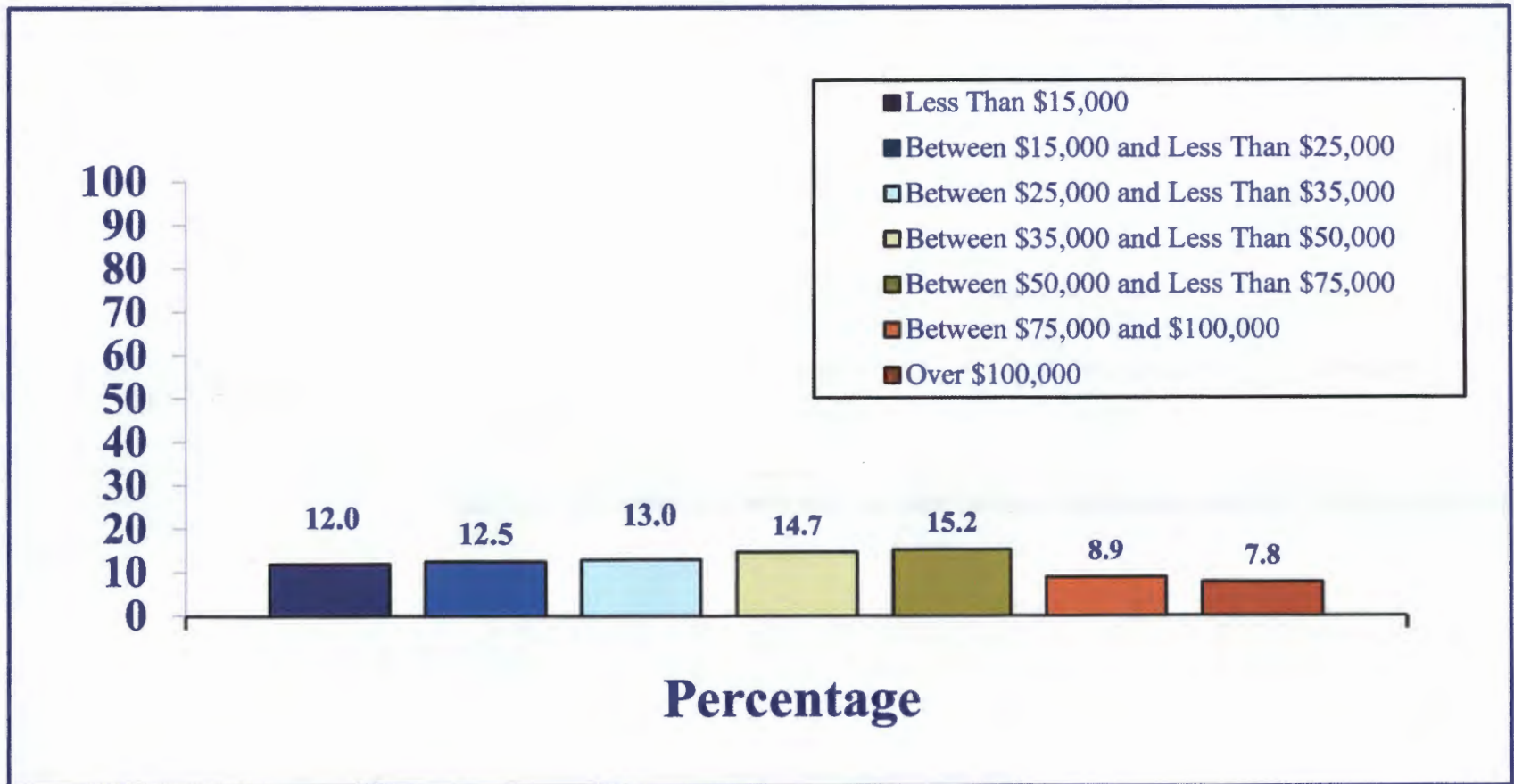
Methodology

- ◆ Random Sampling Design
- ◆ Survey Instrument Focus: New Items and Methodology
- ◆ Dates of Administration: August 15-November 22, 2013
- ◆ Survey Pre-test
- ◆ Survey Administration Via Telephone (Random Digit Dialing)
- ◆ 606 Completed Telephone Interviews
- ◆ Sampling Error: ± 3.6 percent

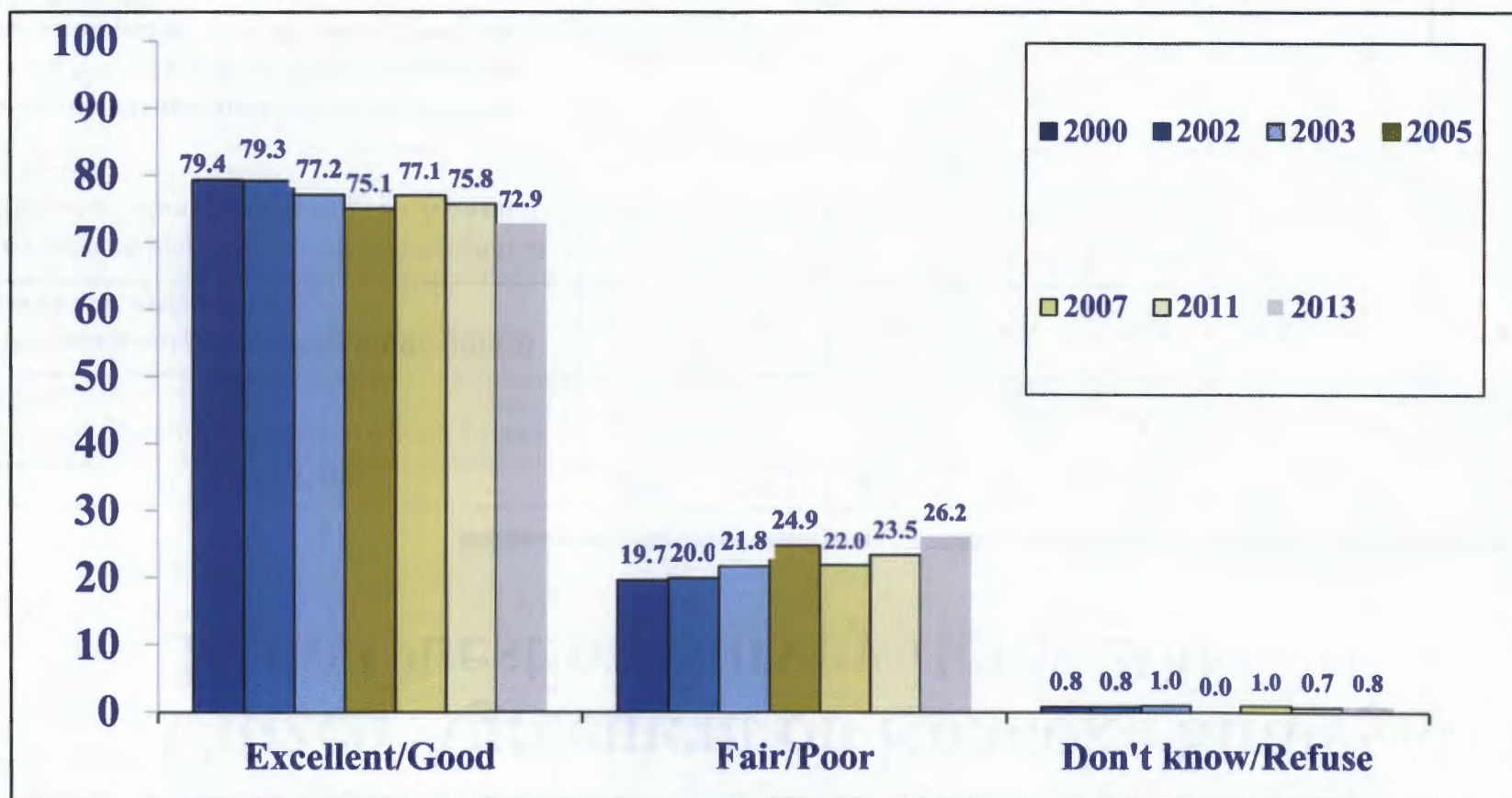
Respondent Demographics

	Population	2005 Respondents	2007 Respondents	2011 Respondents	2013 Respondents
Gender	52.7% Female; 47.3% Male	63.6% Female; 36.4% Male	65.8% Female; 34.2% Male	63.8% Female 36.2% Male	59.2% Female 40.8% Male
Age	50.7% <40 yrs. 49.3% 40+ yrs.	23.8% <40 yrs. 76.2% 40+ yrs.	22.4% <40 yrs. 77.6% 40+ yrs.	13.0% <40 yrs. 84.0% 40+ yrs.	23.8% <40 yrs. 76.2% 40+ yrs.
Race	28.9% Black 66.5% White 1.9% Other	21.1% Black 75.9% White 3.0% Other	24.0% Black 69.5% White 6.5% Other	18.5% Black 74.8% White 4.2% Other	22.1% Black 68.3% White 7.1% Other
Income	67.0 % < \$50,000 33.0% \$50,000+	68.7% < \$50,000 31.3% \$50,000+	67.0% < \$50,000 33.0% \$50,000+	50.7% < \$50,000 49.3% \$50,00+	52.2% < \$50,000 31.9% \$50,00+

2013 Roanoke Citizens Survey Respondent Incomes



Citizen Ratings of Quality of Life in the City of Roanoke



Citizen Agreement on Roanoke Strategic Issue/Question Survey Items 2000-2013

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013
Roanoke's neighborhoods are good places to live.	83.2	NA	87.4	NA	85.3	76.9	85.3	85.5
City does good job offering multicultural events and attractions.	85.5	NA	79.0	NA	79.6	74.6	86.3	84.3
City government's greenway development effort is a valuable asset to the City and its residents.	NA	NA	NA	NA	75.2	67.6	82.7	83.0
Roanoke's transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic.	65.0	NA	74.1	NA	77.6	71.8	79.3	79.3
There is a good mix of housing types and affordability in Roanoke.	75.4	NA	77.0	NA	74.9	70.4	75.7	75.6
City government does a good job of informing/educating citizens about City services.	74.3	NA	66.3	NA	65.9	55.0	71.7	70.0

* Response Category Difference

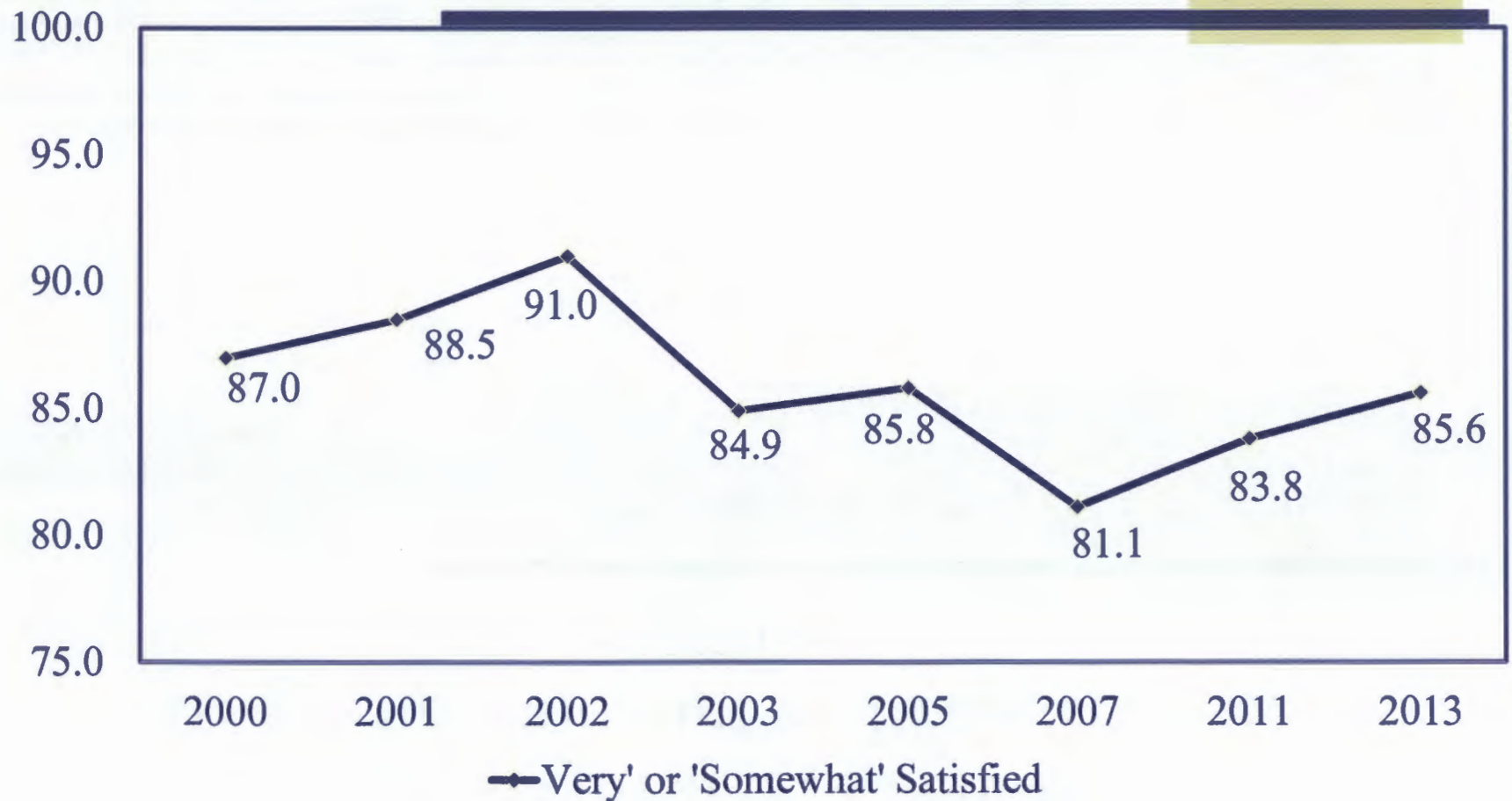
Citizen Agreement on Roanoke Strategic Issue/Question Survey Items 2000-2013 (continued)

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013
The services provided by the City of Roanoke are worth the taxes paid by its citizens.	65.8	75.1	70.3	69.7	67.1	57.4	63.8	66.7
City government does a good job of providing health and human services to citizens who need them.	71.0	NA	72.5	NA	70.9	60.5	60.5	66.7
City government performance is improving in Roanoke.	72.9	75.9	63.1	61.5	61.2	53.1	57.2	65.3
City government officials actively involve citizens in the business of government.	63.9	NA	65.5	NA	60.2	48.7	63.2	62.0
City government does a good job of focusing on the unique needs of youths.	56.3	NA	56.3	NA	49.7	39.9	50.2	53.8
Downtown off-street parking (both garages and lots) is readily available.	NA	NA	NA	NA	NA	NA	58.8	53.3
(City of Roanoke's support of) Educational resources and opportunities available to you and your family in Roanoke*	64.9	NA	64.3	NA	67.1	59.9	53.7	53.6

* Response Category Difference

Level of Citizen Satisfaction With Overall Quality of City Services: 2000-2013

Very' or 'Somewhat' Satisfied



2013 City Service Ratings Compared with Importance of Service Ratings

City Service	Quality Rating	Importance Rating
The 911 emergency call center	93.7	95.3
Emergency medical services and rescue	93.2	92.8
Fire protection services	91.5	87.0
Public library services and programs	90.3	78.0
Weekly trash collection	87.7	87.4
Police services	83.6	94.0
The condition of the City's parks, trails, and recreation facilities	80.2	61.9
Recycling	77.2	75.4
The quality of events offered by the Civic Center	76.8	55.3
The quality of Roanoke's athletic fields	76.4	52.3
Bi-weekly pick-up of large trash items and brush	75.9	75.6
Mowing and maintenance of City parks	74.5	61.2
The quality of the City's recreation programs	74.4	58.6
Animal control	72.5	69.0

2013 City Service Ratings Compared with Importance of Service Ratings (continued)

City Service	Quality Rating	Importance Rating
Animal control	63.1	98.5
The maintenance of trees along City streets and within parks	62.7	97.6
Mowing of rights of way, street medians, and roadsides	57.6	96.0
The quality of the City's recreation programs	57.1	96.6
The quality of Roanoke's athletic fields	54.0	95.1
Citizens getting information about City services and activities	53.9	97.7
The quality of the City's sidewalks	53.2	97.2
The current level of bagged leaf collection service	53.0	95.0
Valley Metro bus transportation services	52.5	97.7
Transportation planning for traffic	51.1	99.4
Code enforcement services	48.6	96.0
The City's efforts to promote environmental awareness to citizens	48.0	96.8
Street paving, maintenance and repair	46.8	99.0
City government support of neighborhood organizations	44.6	96.6
Efforts of the City to improve the quality of housing in the City	44.5	96.7

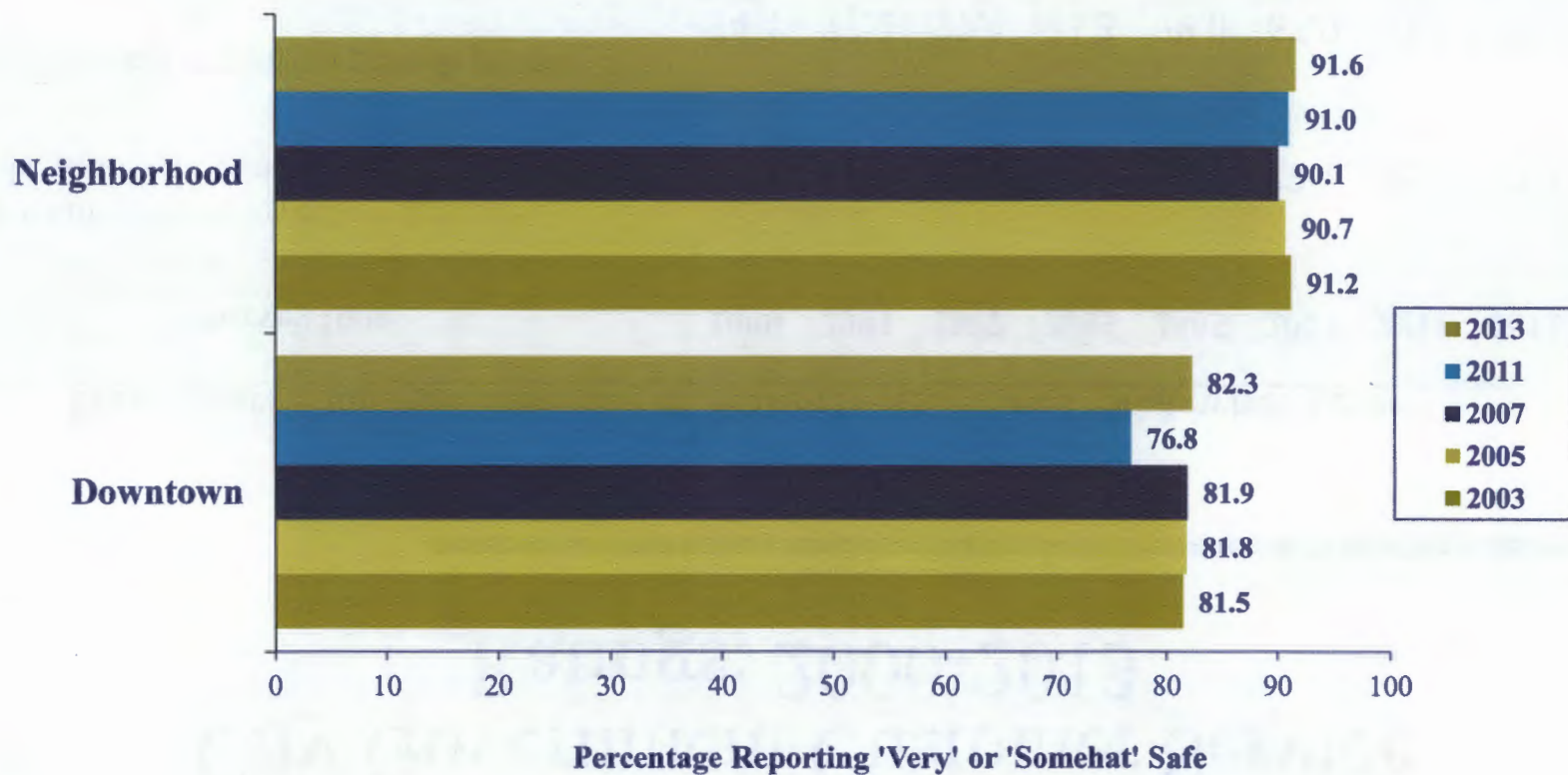
Citizen Ratings of City Services as 'Excellent' or 'Good': 2000 - 2013

City Service	2000	2001	2002	2003	2005	2007	2011	2013
The 911 emergency call center	93.0	87.9	95.6	94.1	91.5	92.5	94.4	93.7
Fire protection services	95.4	93.3	94.8	95.1	92.2	91.6	94.2	91.5
Emergency medical services and rescue	93.6	91.9	95.1	93	91.7	91.4	93.9	93.2
Public library services and programs	84.9	91.7	95.3	92.6	90.7	92.2	91.5	90.3
Weekly trash collection	87.7	76.4	90	84.6	85.9	87.5	85.4	87.7
Police service	79.9	75.7	84.1	79.1	80.4	79.1	85	83.6
Recycling services	72.3	75.3	85.8	74.2	77.7	74.7	78.1	77.2
The condition of the City's parks, trails, and recreation facilities	NA	NA	NA	NA	NA	NA	78.1	80.2
The quality of Roanoke's athletic fields	NA	NA	NA	NA	57.8	58.6	75.9	76.4
Quality of events offered by the Civic Center	NA	NA	NA	NA	NA	50.6	74.4	76.8
Animal control	72.1	66.4	83.8	67.9	65.3	67.5	73.3	72.5
Street lighting	72.9	66.5	75.3	69.1	68.7	68.9	72.4	67.6
Bi-weekly pick-up of large items and brush	63.4	68.2	84.5	75.6	76.5	76.5	72.3	75.9
Mowing and maintenance of City parks	NA	NA	93.6	81.9	79.3	80.8	72.2	74.5

Citizen Ratings of City Services as 'Excellent' or 'Good': 2000 – 2013 (continued)

City Service	2000	2001	2002	2003	2005	2007	2011	2013
Valley Metro bus transportation services	72.6	77.0	86.8	80.4	79.7	75.3	72.1	71.9
The quality of the City's recreation programs	NA	NA	NA	NA	NA	NA	71.6	74.4
The City's marketing of its parks and recreation programs and services	NA	NA	NA	NA	NA	68.2	70.1	71.6
Code enforcement services	NA	NA	NA	54.3	43.8	46.3	65.3	69.9
City government support for neighborhood organizations	63.9	62.9	80.1	64.3	59.9	55.9	63.9	58.2
The maintenance of trees along City streets and within parks	NA	NA	NA	NA	67.2	70.6	63.7	66.3
Removal of snow and ice from City streets	68.5	63.1	78.4	65.3	66.9	65.8	63.2	71.3
Citizens getting information about City services/activities	67.7	65.1	77.5	64.1	56.7	59.3	61.4	57.0
Mowing right of ways, street medians, and roadsides	NA	NA	84.9	72.5	66.7	68.5	60.2	60.7
Quality of the City's sidewalks	NA	NA	NA	NA	49.3	43.1	58.7	56.0
City's efforts to promote environmental awareness to citizens	NA	NA	NA	50.2	50.8	45.3	57.6	55.2
Transportation planning for traffic	57.4	56.2	67.9	53.6	48.6	47.2	57.4	58.3
Efforts of the City to improve quality of housing in City	NA	NA	NA	52.4	50.0	50.0	55.9	53.3
Current level of bagged leaf collection service	NA	NA	NA	74.9	71.6	73.7	54.1	65.8
Street paving, maintenance and repair	52.2	51.2	63.8	48.2	40.4	42.7	48.2	47.3

Feelings of Safety in Roanoke: 2003-2013



City Government Customer Service Ratings: 2000-2013

Percentages Combine Response of 'Strongly Agree' and 'Somewhat Agree'

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013
City government employees are generally friendly, courteous, and helpful	86.8	87.9	85.4	86.2	88.9	82.1	85.5	87.1
City government employees provide prompt service	74.4	77.2	77.4	73.3	78.0	67.9	73.3	76.7
It is easy to contact the appropriate City government office when you need a particular service or have a question	72.3	70.9	70.1	68.2	66.7	61.5	70.3	70.3
City parking facility staff are generally polite and responsive	NA	NA	79.6	73.3	75.4	67.0	65.7	73.9

Questions and Comments